

REQUEST FOR PROPOSAL

Addendum #1



Department Of Executive Services
Finance and Business Operations Division
Procurement and Contract Services Section
206-684-1681 TTY Relay: 711

Date: September 16, 2004

RFP Title:	Web Content Management
Requesting Dept./ Div.:	Dept. of Information and Telecommunications Services
RFP Number:	05-104KAH
Revised Due Date/Time:	September 29, 2005 – no later than 2:00 P.M.
Buyer:	Kathleen Hilliard Kathleen.hilliard@metrokc.gov , 206-263-4274

This addendum is issued to revise the Original Request for Proposal, dated September 15, 2005 as follows:

- The proposal due date has been changed to September 29, 2005.
- Part A**
 - 4.7 Work Description**
 - See attached 4.7 Work Description** appended to this document. This information further defines the roles and scope for Section A, 4.7.
 - 4.7 Work Description**
 - D. Milestone III**

Replace title and text with the following:

Milestone III: Agency Sites

The focus of this milestone shall be to transfer knowledge, skills and tools to King County staff, enabling them to setup, develop, and deploy agency sites on their own. Implementing templates, migrating content, metadata definitions, information architecture, and the majority of the development tasks will be provided by King County. Planning, training and support shall be provided by the Contractor. Content migration processes and any automation mechanisms shall also be set up at this point by the Contractor in cooperation with the County.

(Continued on next page)

SUBMITTERS SHALL COMPLETE AND SIGN THE FORM BELOW (TYPE OR PRINT)

Company Name		
Address		City/State/Zip Code
Signature	Authorized Representative / Title	
E-mail	Phone	Fax

All agency sites to be migrated for this milestone will already be using the current King County template, with shared CSS, common layouts, etc. Representative Web sites for this milestone are the OIRM and the Finance sites. See site maps:

- <http://www.metrokc.gov/oirm/sitemap.aspx>
- <http://www.metrokc.gov/finance/sitemap.aspx>

3. **Exhibit A (Requirements) 7.4 Pricing Information and Exhibit B (Proposer Response Template) Pricing Information.**

The Proposer(s) shall propose on *both* Options #1 *and* #2 using the attached revised Pricing Information pages.

Option #1: Two Agency Sites

The Contractor shall assist the County in setting up two small agency sites. Sites will be limited in scope to no more than 25 pages each. Types of content:

- News
- Related links
- Service descriptions
- Agency-level site map
- FAQ
- Various static/evergreen content pages (contact us, general agency info, about us)

Option #2: Six Agency Sites

The Contractor shall assist the County in setting up six agency sites, with a combined page count of no more than 200 pages. Content types for these pages will include:

- News releases
- Service descriptions
- Glossary
- FAQ
- A simple registration form
- Links lists
- Agency-level sitemaps
- Document listings (PDF and Text)
- Various static/evergreen content pages

4. **Contract Part “B”**

The wording “Part B” was omitted from the cover page of the contract in the RFP document.

This addendum shall add the words “Part B” to the cover page of the Contract.

4.7 WORK DESCRIPTION

The following further defines the roles and scope in 4.7.

All pages will use a new version of the current King County template, which will be upgraded and refined by the Contractor. Example of the current template:

<http://www.metrokc.gov/oirm/projects/bc.aspx>. All the main features of the current template shall be included, such as breadcrumbs, left-hand context navigation, print version, search box (using the County's existing search engine), header, footer, etc.

For all milestones the Contractor shall be responsible for ensuring the deliverables are complete and in working order to King County specifications.

4.7. Work Description, B. Key Milestones and Deliverables

King County Taxonomy

Each agency will have its own taxonomy for navigating its site.

Examples:

<http://metrokc.gov/oirm/sitemap.aspx>

<http://metrokc.gov/finance/sitemap.aspx>

King County also has a high-level taxonomy, which is agency-independent. This high-level taxonomy will be updated and prepared by the County before the project begins. It will contain approximately 12 top-level categories, each with 6-8 sub-categories, which would link directly to content areas on the site.

Example of high-level taxonomy:

Main category: Transportation

This category contains transportation related sub-categories like buses, roads, carpooling, etc.

Sub category: Transportation: buses

This category would be associated with content on agency sites, but would contain no subcategories at this time.

King County envisions future additions and changes to this taxonomy, including the possibility of deeper levels. Ideally each content page within a site could be associated with any category in the high-level taxonomy. At the very least we will use the high-level taxonomy for portal pages to navigate to lower level site sections (see Top-level Navigation, under Milestone 2 below).

4.7, B. Key Milestones and Deliverables, 1. Milestone I: WCMS Initial Pilot

Animal Control Site (Six types of content)

The Animal Control (Pets) site contains a number of content types that are common to many agencies. The Contractor shall be responsible for designing and setting up the initial templates, with examples of each type of content. The County will migrate content and metadata from the existing site. The Contractor shall direct this effort and setup any automating tools to ensure content is in the right format and conforms to best-practice standards for the system. Templates, design and other components developed during this phase shall allow for reuse on other agency sites. The Contractor shall also follow the County's direction in setting up submission, review and approval workflow. The Animal Control site will be migrated from our existing template. Example:

<http://www.metrokc.gov/oirm/services.aspx>

1. Home page
 - a. Contains short list of features, short list of news headlines, and other highlighted information.
2. News releases
 - a. Summary news list (links to top five news headlines with date) on home page
 - b. News archive page listing news pages in chronological order
 - c. News archive page (by year and month)
3. Services pages
 - a. Services index contains links to services with brief description for each service, and an optional image for each service.
 - b. Service detail pages that detail different aspects of each service. A single service may require multiple pages.
4. Pet care guide.
 - a. Index of pet care guide containing one index page for cat tips and one for dog tips.
 - b. One page for each pet care tip.
5. Features
 - a. Combine aspects of news and services using standard template, but allowing for freestyle layouts in the content area (to be developed by King County). Possibly multiple pages per topic.
6. Evergreen content
 - a. Contact us
 - b. About Us
 - c. Site map
 - d. Hours & locations
 - e. Volunteer info

E-commerce application entry point

It is *not* in scope to tightly integrate any existing Web applications; however, there shall be a seamless entry point from the Pets site to our e-commerce application and pieces of the template design (header, CSS styles, footer) shall be available for King County to use on this and similar applications.

4.7, C. Milestone II: Top level pages

The top-level pages of the King County Web site are used for site-wide navigation, news, PR/communications, and special topics. These pages are the most visible and are the face of King County on the Internet. They use our high-level taxonomy for navigation and content organization.

Top-level navigation pages

The taxonomy categories and other content for our portal pages will be developed and input by King County employees. Wire frames, layout, etc., will be produced by King County. The actual creative design and template development (prototypes and code) shall be created by the Contractor. Portal pages will have a consistent look and layout, and can share common template pieces from agency sites. They will use the County taxonomy to provide navigation to services and information in agency

sites. Content will consist primarily of links to other portal pages, and links to content with a brief description for each link.

News release management

The news archive will manage links to press releases on various agency sites, and contain enterprise news releases. In developing the news release management component, King County will provide support in migrating content, submitting metadata, inputting taxonomy information, and providing direction in page structure and behavior.

The Contractor shall develop initial templates, including the creative design, and will configure and setup pages and workflows at the direction of King County staff.

Main news listing page

Lists news releases in chronological order with a descriptive blurb (1-3 sentences). Users can view older news releases by clicking archive or paging through older items. The listing will contain a set number of news items per page, but can provide capability of paging to older items.

Chronological archive

Lists news releases by year and month. Users can choose a year and month and see a chronological listing of news with a headline link and descriptive blurb. The link will either go to a news release on an agency site (not within the system) or to a news release that is in the system. The page will list 20 items at a time, which people can page through to see older items.

Category archive

Using the site's top categories (up to 12) from the high-level taxonomy, the user can view news release links with descriptive blurb by category. Within each category listing the links are listed in chronological order.

News release content page

Contains the text of the news release. King County news releases are one page with an optional image. Example: <http://www.metrokc.gov/exec/news/2005/0908soundTransit.htm>

Evergreen content (10 pages)

A number of unique pages containing evergreen/static content will be also maintained at the top level. These include the privacy policy, contacts page, about King County, etc. The content is fairly unstructured, but the overall design should follow a standard "detail" template developed by the Contractor.

Exhibit A and B, Pricing Information (Revised)

Pricing information in Exhibit A (Requirements), 7.4 and Exhibit B (Proposer Response Template) are revised as follows (changes highlighted in yellow).

The Proposer(s) shall provide a detailed breakdown of the total price associated with deploying the WCMS for the following categories:

1. Services
2. Software and Materials
3. License Price
4. Additional pricing, if applicable

Estimate: King County estimates that the entire combined cost (for all three categories above) ranges from \$100,000.00 to \$150,000.00.

The Proposer shall fill out the table located at the end of Exhibit B, which contains the following information:

PART ONE

The Proposer is asked to bid on both option #1 and #2 for milestone III. See Addendum 1 for descriptions of option #1 and option #2.

Services					
See section "4-7 Work Description" for milestones and deliverables					
Section	Deliverable	Duration	Estimated Hours	Hourly Rate	Extended Total
4-7 A.	Milestone I: WCMS Initial Pilot (The initial pilot will be no more than 5% of the total cost)		_____	\$ _____	\$ _____
4-7 B.	Milestone II: Top level pages		_____	\$ _____	\$ _____
4-7 C.	Milestone III Option #1 (2 agency sites) Agency site development		_____	\$ _____	\$ _____
4-7 C.	Milestone III Option #2 (6 agency sites) Agency site development		_____	\$ _____	\$ _____
4-7 D.	Milestone IV: System setup & configuration		_____	\$ _____	\$ _____
4-7 E.	Milestone: V: System testing		_____	\$ _____	\$ _____
4-7 F.	Milestone: VI: Production deployment		_____	\$ _____	\$ _____
4-7 G.	Milestone: VII: System documentation		_____	\$ _____	\$ _____
4-7 H.	Milestone: VIII: Training		_____	\$ _____	\$ _____
	<i>If applicable, the proposer shall provide hourly rates for each role (e.g. project manager, developer, etc) within a milestone.</i>				

PART TWO

Given the recommended configuration of hardware and users based on King County needs, proposer(s) shall list the unit price for all licenses. Include any alternative pricing models available.

Software & Materials			
Description	Quantity	Unit Price	Extended Total
CMS Software	_____	\$ _____	\$ _____
Database Software	_____	\$ _____	\$ _____
Operating Systems	_____	\$ _____	\$ _____
Required Third Party Software (additional software needed to fulfill requirements)	_____	\$ _____	\$ _____
Additional Software & Materials (please specify)	_____	\$ _____	\$ _____
<i>If applicable, describe the price breakdown/model for each line item proposed, and estimated quantity required.</i>			

PART THREE

The system shall scale to accommodate (view section 4.6 for initial implementation requirements):

- 350,000 content pages
- 1.5 million page views per month
- 500 potential tool users (content submitters, reviewers, administrators).
- Average public user concurrency between 250 to 500 with spikes up to 1,500
- Load-balanced production environment

License Price			
Description	Quantity	Unit Price	Extended Price
Using the <u>Contractor's recommended license model and County's requirements</u> , indicate the full licensing costs for implementing the system. In addition please describe below the licensing models conditions and limitations.	_____	\$ _____	\$ _____
Please indicate in the space below any alternative licensing models (per seat, per CPU, per concurrent user) with a breakdown of costs based on a range of quantities and unit prices. This is needed to plan ahead, as the County may need to purchase additional licenses as the system is scaled out.			

PART FOUR

Additional Costs

Indicate any additional costs required to implement the CMS system according to the requirements and scope described in the RFP.

Description	Quantity	Unit Price	Extended Price
	_____	\$ _____	\$ _____
	_____	\$ _____	\$ _____
	_____	\$ _____	\$ _____
	_____	\$ _____	\$ _____

GRAND TOTAL PRICE FOR THE ABOVE PARTS 1 – 4 With option #1 in Milestone III	\$ _____
GRAND TOTAL PRICE FOR THE ABOVE PARTS 1 – 4 With option #2 in Milestone III	\$ _____